



NEWS RELEASE

PRESS OFFICE

Release Date: **May 4, 2004**
Release Number: **04-12**

Contact: **Melende Ward (559) 487-5791, X143**
Internet Address: **www.sba.gov**

John Kelly Selected To Receive Central California Small Business Journalist of the Year Award

Small Business Week May 2004



John Kelly

Fresno, CA – John Kelly, publisher for Business Street, a newspaper that serves Central California's businesses has been selected to receive the Central California Small Business Journalist of the Year Award by the U. S. Small Business Administration.

Carlos G. Mendoza, District Director of the Fresno District Office, U. S. Small Business Administration said, 'John Kelly and Business Street are outstanding small business advocates. Kelly has used his professional expertise to increase public understanding of the importance of small business in our own local community. John has always taken a very proactive approach to reporting small business information and is an extremely committed reporter to the educational and supportive coverage of small business issues and concerns.'

In 2001, Kelly started Business Street on a "shoe string" budget competing against several large Valley newspapers and magazines. Kelly knew he would have to find a "niche" to be successful and began to shape the "tone and direction" of the publication to focus on business successes not business failures. This positive can-do-attitude has produced an extremely well written and well received newspaper by the business community that has grown to a circulation of upwards of 20,000 businesses throughout the valley. The publication features a wide array of business oriented articles, topics and tools for entrepreneurs.

Upon hearing of his selection for the award, Kelly said, 'I'm very honored to receive an award of this magnitude in such a short amount of time in business. The community was very supportive even in the worst of economic times. The advertisers, readers, and the workers behind the scene make it all possible. I'd also like to acknowledge Kelley Reynolds Jacques, Business Street's senior editor. Her experience and talents have been invaluable.'

John Kelly was nominated for this award by the Fresno Service Corps of Retired Executives (SCORE) Chapter. Tom Templeton, Co-Chair of the Fresno SCORE Chapter said, "John Kelly is an active

advocate for many individuals and organizations that are committed to helping small businesses be successful by publishing their views and recommendations on all types of business topics."

The Small Business Journalist Award is presented annually to journalists representing television, radio or print media by the U. S. Small Business Administration. Candidates for the award are solicited from all sectors of the media public. Selection criteria for the award are based on the following judging criteria:

*Concerted efforts to increase public understanding of the importance of small business contributions to the economy.

*Contribution of news and feature stories, editorials, columns and commentary that highlight and analyze small business issues.

*Voluntary community service aimed at enhancing small business opportunity and growth.

*Other achievements that exemplify the nominee's media efforts to improve the understanding of the role of small business in the U.S. economy.

Presentation of the award to John Kelly as the 2004 Central California Small Business Journalist of the Year will be held on May 17th, at the Fresno SBA Office located at 2719 N. Air Fresno Drive, Suite 200, Fresno. Please contact the SBA at (559) 487-5791, ext 143 for further information regarding the award ceremony.

the end

Contacts: John Kelly, Publisher
Central Valley Business Street
P. O. Box 3482
Pinedale, CA 93650
800-440-6777

Tom Templeton, Co-Chair Fresno SCORE Chapter
U. S. Small Business Administration
2719 N. Air Fresno Drive, Suite 200
Fresno, CA 93727
(559) 487-5791

Melende Ward, Public Info Officer
U. S. Small Business Administration
2719 N. Air Fresno Drive, Suite 200
Fresno, CA 93727
(559) 487-5791, ext 143